

## **FUNDING GUIDELINES**

### **Fiscal Years 2016-2018**

#### **PURPOSE**

To provide support to El Paso recurring arts, cultural and sporting events that activate and enrich downtown El Paso, in particular the Downtown Arts District, with high quality public experiences that are innovative, accessible and promote both tourism and local interest in downtown El Paso.

#### **WHAT WILL BE FUNDED**

KickstArt Downtown funds can be used for project related expenses such as production costs, permits, artistic/talent fees, coordination (including non-permanent event staffing), audience development, and marketing for recurring arts events and recurring sporting events that promote tourism.

#### **PREVIOUSLY SUPPORTED KICKSTART DOWNTOWN EVENTS**

- Plaza Classic Film Festival
- Neon Desert Music Festival
- Sun City Pride
- El Paso Marathon
- Kidspalooza Family Arts Festival
- StreetFest
- Sun City SciFi

#### **PROGRAM ELIGIBILITY CRITERIA**

Applicants must meet all of the following criteria:

- Have a demonstrated capacity of at least three (3) years of successful public programming
- Have qualified artistic/administrative leadership capable of completing the proposed project with a commitment to funding artists and artistic products and promoting tourism
- Proposed activities must start no earlier than September 1, 2015, and end no later than August 31, 2016, of the applicable City of El Paso fiscal year
- Proposed project must be conducted within the boundaries of Downtown El Paso, with an added incentive for events within the Downtown Arts District (see enclosed map for accurate Arts District and Downtown El Paso boundaries). In the event a funded project moves outside of the Downtown El Paso boundaries at any point during the contract period, the project will be deemed noncompliant and the contract will be considered null and void, and no longer eligible to receive any remaining funding, without exception

- Must be a recurring annual event
- Proposed project must be able to demonstrate a draw to tourists
- Awardees must submit a final report following each event and include a budget summary
- Awardees must not be the recipient of another MCAD cultural funding award for the same project in the current fiscal year
- Only one application per individual or organization will be accepted per year
- MCAD Employees and family members in the same household can not apply
- One-time events/programs or events that are primarily operated as fundraisers are ineligible

### **AWARD, FUNDING LIMITS AND MATCHING FUNDS**

Successful applications will result in a 3-year, tiered award (funding each year is dependent on available funding allocations). **A 1:1 match is required for all awards.** In-kind contributions will not be considered for match. The maximum initial award for this program is \$20,000. The total award will not exceed more than 50% of the proposed project's budget.

**For non-profit organizations,** the maximum request may not exceed 50% of the organization's previous year's cash revenues as determined by the IRS 990/990EZ FORM for the two most recently completed fiscal years.

**For businesses,** the maximum request may not exceed 50% of the previous year's cash revenues as determined by the most recent year-end balance sheet.

**For individuals,** the maximum request may not exceed 50% of funds currently deposited as determined by the submitted personal financial statement.

For successful applications, the 3-year award cycle will be released as follows:

- 100% Award Amount for Year 1
- 75% of Initial Award Amount for Year 2
- 50% of Initial award Amount for Year 3

Once a project has completed and cycled through three (3) years of KickstArt Downtown funding, it is only eligible to reapply for funding if the project satisfactorily meets the following criteria over the course of the three (3) years of funding:

### **For Renewing Art Events:**

- 1). Event has demonstrated a unique artistic and cultural experience. How in both the past and in the future will the event continue to provide an arts or cultural experience in downtown El Paso that is not offered by another local event?
- 2). Presented diverse programming, mixing more familiar genres and performers with those that are less well known to a degree that is uncommon in many arts venues. How do event

organizers plan to offer programming that is both new and unique to the community in conjunction with more familiar, but not repetitive programming?

3.) Functioned as a gateway to new arts and culture activities by creating an informal atmosphere that encourages audiences to experience new art forms and styles. Does your event develop partnerships with other arts organizations downtown and extend audience outreach with collaborative event programming?

4.) Promoted professional development and a sense of community for artists. How does your event programming engage local artist or provide local artists with a unique opportunity?

5.) Contributed to the community's identity, local economy, increased hotel occupancy, and civic engagement. How has your event directly made an economic impact on downtown? Please provide an economic impact report and description.

For Renewing Sporting Events:

1). Secured additional sources of funding and title sponsorship for the event. How do the event organizers secure both title and local sponsorships? In the past three years, who have been the main sponsors for the event?

2). Successfully drawn a majority (over 50%) of participants from outside of El Paso. What percentage of participants in the sporting event was from out-of-town? Additionally, did this percentage increase annually? Please provide the final percentage figures for all three years.

3). Reached a wide geographic spectrum for event participation. How far was the geographic reach for out-of-town participants?

Additionally, renewing applicants for BOTH ARTS and SPORTING events who wish to reapply for funding must provide the following information with their application for review and consideration:

1). Can you estimate the impact of your event on downtown hotel occupancy over the course of the three (3) years the project has received KickstArt Downtown funding?

Provide supporting documentation from three downtown hotels that explain the impact of your event on hotel occupancy by answering the following question:

Over the last three years, has the percentage of hotel occupancy coinciding with the dates of the event (a) increased (b) decreased (c) remained the same (d) don't know

2). Provide evidence and examples of national press garnered in favor of the event's success during the course of the three (3) funded years.

3). Provide collected data on out-of-town attendance and answer the following:

By what means or method was out-of-town attendance tracked (for example billing zip codes)? Provide numbers and percentages for both overall attendance and out-of-town attendance for each year the event was funded.

### **Application Review**

MCAD will convene a review panel of downtown stakeholders and local arts partners who will review and rank applications on July 28, 2015. Applicants are required to be present to address questions from the panel. **Failure to appear before the panel will result in an automatic 20 point deduction from total score; an applicant may not send a representative.**

As funds disbursed are generated through the local Hotel Occupancy Tax (HOT), applicants will be reviewed with the following in mind per allowed use of these funds per the **Texas Tax Code 351.101(a)** that allows the **revenue to “be used only to promote tourism and the convention and hotel industry:”**

Arts Events:

That promote the encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.

Texas Tax Code Section 351.101(a)(4).

Sporting Events:

For a municipality located in a county with a population of one million or less, expenses, including promotion expenses, directly related to a sporting event in which the majority of participants (over 50%) are tourists who substantially increase economic activity at hotels and motels within the municipality or its vicinity.

Texas Tax Code Section 351.101(a)(6).

The following criteria constitute the basis for scoring during the review of all applications:

**Excellence and Innovation (50 points)**

- What is the scope of service?
- Does the proposed programming demonstrate programmatic excellence?
- Does the proposed programming capitalize on previous programming or prior success?
- Do the presenters/producers present professional quality work?
- Do the presenters/producers maintain high standards in programming and services?
- Does the organization exemplify the excellence and uniqueness of the El Paso region’s diverse community?

**Capacity (25 Points)**

- Based on submitted financial statements, is the organization fiscally sound?
- Is the budget and/or funding request appropriate to the overall budget?
- Does the organization have diverse funding sources?
- How has the proposed project grown or been enhanced since its inception?
- Does the 5-Year plan demonstrate sustainability and plans for growth?

**Impact on Downtown Tourism (25 points)**

- Is the proposed project located in Downtown El Paso or in the Downtown Arts District (map of Downtown boundaries is enclosed)?
- How does the applicant offer, market, and promote its programs and services to the widest possible constituency, including residents, visitors, commuters and other cities?
- Are programs and services easily accessible to tourists and other visitors?
- Does the organization advertise in town and out of town? If so, does it address tourism promotion?
- Does the applicant have a marketing plan? If so, does it address advertising/promotion within cities within a 300-mile radius of El Paso?
- How does the applicant track out of town attendees?

### **Bonus Points**

- New projects (5 points)
- Projects sited within the El Paso Downtown Arts District (5 Points)

### **CULTURAL SERVICES CONTRACT (ORGANIZATIONAL)**

A letter of notification will be sent to the organization and a cultural services contract will be executed for successful applicants. The contract document includes the following requirements:

#### **Scope of Services**

Services must be recurring events or programs with long-term sustainability. Services that are to be provided to the City will be fairly specific in number and type to be provided. When the award letter is received you will have 5 working days to review the scope of work and the funding level of the award. The revised scope of work will be included in the contract.

**NOTE: Should it become necessary to alter the contracted services during the contract term, a written request must be submitted and approved by the MCAD Director before the changes are implemented.**

#### **Proof of Liability Insurance**

A Certificate of Liability Insurance must be returned with the contract that includes the City of El Paso as an additional insured. Whenever a policy expires and is renewed, a new copy must be submitted to the Museums and Cultural Affairs Department. Funds cannot be disbursed without proof of insurance.

#### **Schedule of Payments**

##### **Arts/Cultural Events**

Once the contract is executed, a certificate of insurance has been submitted, and a purchase order generated by MCAD, grantees are required to submit an invoice for 80% of the first year's contract amount, listing the actual services performed. If the organization's program has not begun, list the producing or coordinating activities related to the program on the invoice. The remaining 20% balance can only be invoiced

after the successful conclusion of the event in full compliance with guidelines, which includes submission of a final report.

### **Sporting Events**

At the conclusion of the event (and after the contract is executed, certificate of insurance and purchase order generated), grantees are required to submit an invoice for 100% of the first year's contract amount along with a final report, listing the actual services performed and proof of 50% of participants' travel from out of town. Per Texas Tax Code 351.101(a), if more than 50% of participants in a sporting event were local, use of HOT funds is not permissible and award will be rescinded.

NOTE: For both arts and sporting events, the invoice must be numbered and make reference to the purchase order number. The City of El Paso has a 30 business day window to process invoices.

**Payments may be delayed or withheld at the discretion of the City if determined that the organization is not in full compliance with the terms of the contract document.** All financial obligations of the City shall be subject to appropriation of funds by City Council. Contractors agree and understand that the full scope of services and/or amounts payable under the contract terms is subject to amendment and revision. Any such revision must comply with pertinent sections of the El Paso City Code.

### **Analysis Guidelines**

To determine that participants under this program support the City in achieving the public purpose of providing arts and culture to the El Paso community, controls are outlined below:

- **Final Report:** A final evaluation report (including expenditures, a summary of activities for the contract period, scope of service for remaining funded years of project and analysis of any changes necessary to 5-year plan) must be submitted no later than 15 days after the completion of the project, on the form provided by MCAD, along with an invoice for the remaining contract amount. The form may be downloaded from the [www.epdowntownarts.com](http://www.epdowntownarts.com) or [www.elpasoartsandculture.org](http://www.elpasoartsandculture.org)
- **NOTE:** Failure to submit the report in a timely manner or submission of an incomplete report will result in delayed payment of the final contract installment, as well as affect eligibility on payment for future contracts.

### **Complimentary Tickets**

All funded organizations must inform MCAD staff of all programs and activities during the funding period. Each year it is required of the awardees to provide **eight (8) complimentary tickets** to be made available for the MCAD staff for each program, production, exhibition, or other activities sponsored by the organization, where tickets are required. Complimentary tickets must be delivered to the MCAD office no later than five business days before the date of the event. This requirement applies to the funded project only and not to other events.

MCAD encourages each organization to keep it's elected and appointed City Representatives (e.g., Museums and Cultural Affairs Advisory Board) informed of its activities, and how it's services are impacting the different communities within each District and city-wide.

### **Cultural Diversity/Outreach**

It is the intent of the City's cultural policy to contract with cultural organizations that demonstrate a commitment to diverse community representation on their boards and staff. In addition, the organizations are expected to demonstrate a commitment to cultural diversity in all aspects of their operations and programming.

NOTE: If the mission of the organization is to provide programming specific to a particular ethnic group or groups, the organization is not expected to diversify programming beyond that mission.

### **NON-COMPLIANCE**

#### **Cancellation of Contract**

Organizations that either move a funded event outside of the Downtown boundaries, fail to provide contractual services or meet program eligibility and reporting requirements may be considered to be in breach of contract. Failure of an organization to satisfactorily address the City's concerns within the contract notice period may result in a termination of the current contract or a recommendation of no funding or a reduction in funding for the next fiscal year. The City will maintain a list of all organizations that have breached the contract requirements.

#### **The City Reserves the Right**

The Contractor shall keep complete and accurate books and records indicating when, how, by whom, and for what purposes the funds received under the Contract are spent by the Contractor, and the Contractor shall make such books and records available to the City for examination upon request. All Funds disbursed under this Contract shall be handled by the Contractor in accordance with the standards of the American Institute of Certified Public Accountants, which include provisions for sound fiscal practices and fiscal reporting. In addition, the Contractor shall furnish the City at its request with balance sheets and statements of operation, which accurately account for expenditure of Contract funds, and a written narrative report reflecting same. The City reserves the right to audit the books and records of the Contractor, upon reasonable notice to the Contractor and during regular working hours, in order to ensure fiscal and programmatic compliance with the assurances in this contract.

If any serious discrepancy should appear in such reports or statements, the City shall notify the Contractor. If such discrepancy is not rectified to the satisfaction of the City within 30 days, the City may withhold all or part of the funds from the contractor. "Serious discrepancy" shall mean violation of an existing statute or ordinance or an expenditure of Contract funds for a purpose which is not authorized by this Contract. Should the City determine that any provision of this Contract has been violated; the City may terminate this Contract immediately. Written notice of termination will be sent to the Contractor.

## **Revisions**

Once the contract document has been executed, any changes in the project scope (either programmatic or financial) must be approved in advance by the MCAD Director. All requests for revisions must be submitted for approval **in writing and at least two (2) weeks prior** to implementation of proposed changes.

## **Americans with Disabilities Act (ADA)**

At the time of contract execution, successful grant applicants will be required to submit specific ADA-related documents to confirm compliance with all local ordinances and state and federal statutes/regulations.

## **APPLICATION DEADLINE**

Applications must be submitted online at <http://elpasoarts.cgweb.org> no later than 11:59 p.m. MST on **Thursday, July 2, 2015**.

## **Museums and Cultural Affairs Department**

### **Ben Fyffe, Cultural Assistant Director**

400 W. San Antonio Ave. Suite A  
El Paso, TX 79901

## **FIRST-TIME APPLICANTS TO MCAD FUNDING PROGRAM**

Throughout these guidelines, the term “first-time applicant” refers to applicants submitting proposals to the KickstArt Downtown Program for the first time, as well as to applicants that have applied in the past, but are not currently funded through the program. First-time applicants to KickstArt Downtown must attend the New Applicant Orientation on Tuesday, June 16, 2015, at 5:00pm – 6:00 p.m. at the MCAD office. If the applicant is unable to make it to the orientation, it is required for the applicant to schedule a meeting with the MCAD staff at least 5 (5) days prior to the application deadline to go over the application process and ensure that funding requirements are fulfilled effectively before submitting an application.

## **HELPFUL DATES:**

<b>Tuesday, June 16, 2015 5pm-6pm</b>	New Applicant Orientation, which includes a run through of eligibility and application requirements. This orientation session will be held at the MCAD offices at 400 W. San Antonio, Ste. A.
<b>Thursday, July 2, 2015</b>	Applications Due
<b>July 28, 2015</b>	Panel Reviews at El Paso Museum of History (schedule will be posted by July 21, 2015); applicants are required to attend
<b>Wednesday, August 26, 2015</b>	Award or decline notices sent to applicants
<b>Fiscal Year for MCAD and the City of El Paso</b>	<b>September 1, 2014 through August 15, 2014</b> and KickstArt Downtown funds become available



## APPLICATION PACKAGE

Applicants will upload the following at the time of application. MCAD will not accept late attachments. Applications without attachments will be considered incomplete and will not advance to panel review.

Attachments – Submit only one (1) set of attachments and assemble in the following order:

- For non-profit organizations, an IRS 501(c)(3) Letter of Determination and a IRS Form 990 for the most recently completed fiscal year
- For non-profit organizations, a board roster with contact information for all board members and a schedule of board meetings

*or*

- **For businesses**, a copy of formation documents and a copy of year-end balance sheets for the last three years

*or*

- **For individuals**, a copy of a personal financial statement (dated within 90 days of submission to MCAD)

### **For all applicants:**

- Copy of a 5-year plan for project, with emphasis placed on how event will grow and how decreasing City funding will be replaced (2-page limit)
- For existing projects only, a brief history of project including locations, attendance, highlights and revenue (1 page limit)
- List of names and titles of key staff, along with brief bios demonstrating staff's ability to execute proposed project (2-page limit), and an organizational chart
- **Do not assume that the Review Panel will already be familiar with your project or work.** Submit any additional materials that will help the review panel better understand the services provided by the organization; including news clippings, promotional materials and audiovisual samples
- **Please review and ensure that your financial reporting is accurate. Submission of inaccurate or incomplete financial reporting will automatically disqualify the applicant from advancing to panel review.**

**el pasonext**  
ADELANTE

**El Paso Downtown Arts District**

**Downtown El Paso**

**KICKSTART Downtown Program Funding is only eligible to be applied in the two shaded areas on the map**